

## WELL KNOWN BUT IS UNCLAIMED

of Once Familiar Character in Utah Still Awaits Word From Relatives.

Through the body of Dr. LeFevre, senior, the aged man who was at Midvale in an unconscious condition Tuesday and taken to the hospital, where he died early today morning, is still at the Evans establishment awaiting word from relatives, no one has yet appeared. Unless some relative appears, all take place in the Potter's field, stated yesterday by persons who know the aged character that he is supposed to be related, at least by the late President John Taylor, to the Mormon church. Mrs. B. A. Meier of 437 South Fifth West who knew Dr. LeFevre, says that her and Dr. Peter L. Greenhaugh had a sister in Mantu and a son and granddaughter living somewhere in Utah.

## REME PRESIDENT TO VISIT SALT LAKE

Supreme president of the Fraternal Order of America will visit Salt Lake during the month of March. It is stated that he will arrive here on March 10, and will stay at the local lodge, Evergreen No. 131, his great preparation for his visit.

## INFALL OF AN OXFORD GRADUATE

Cable to The Tribune.  
ON Jan. 31.—The downfall of an Oxford graduate came to light in the sessions court, where in the presence of a jury, who once possessed a \$65,000, pleaded guilty to obtaining money by false pretenses from a restaurant, he had been a proprietor of the restaurant and then the proprietor that he could not check.

## Dr. Snyder to Speak.

The April meeting of the Utah Education society, Dr. C. C. Snyder will be the speaker. His subject will be "Factors for Health." The meeting will be held in the reading room, Deseret gymnasium, Saturday, Feb. 7.

## Minister Recommends Chamberlain's Cough Remedy.

James A. Lewis, Milaca, Minn., "Chamberlain's Cough Remedy" is a needed and welcome home for a number of our people. It is highly recommended to my family as being a medicine worthy of cases of colds, coughs and Give Chamberlain's Cough Remedy a trial and we are confident find it very effective and useful. It is as occasion requires for come, as many others have or sale by all dealers.

## Judge Ritchie to Speak.

Morris L. Ritchie will be the speaker at the Sunday evening service in the church. His subject is "Unity and the Law." This is the first address that has been given at St. Paul's church, showing the of Christianity on our civilization.

## Books for Library

Following thirty-nine books and of stereoscopic views will be the public library Monday, Feb. 1914.  
Anonymous—Abbott, Letters to Un- Friends; Bradley, Story of the Briscoe; Briscoe, Truth About So- Briscoe; Economics of Business; Barbary Coast; Chamberlain, Problem; Davidson, Fleet Eaton, Handbook of Modern Sculpture; Friedlander, Roman Manners Under the Early Em- perors; Grundy, Poet's (drama); Pair of Ladies; Kleemann, Craft of the Crochet; Home Art Crochet Book; Food Inspection and Analy- sis; Industrial Mathematics; Man With the Hoe, and Other Muzzey, American History; Along Germany's River of Bo- Johnson, Highways and Byways St. Lawrence to Virginia.  
Dunsmuir, Uncle Noah's Inspiration; Gale, When I Was Old; Hallett, Meah; Irvine, My Life; The Chimney Corner; Bonzone, of Murray Hill.  
Books—Burnham, Golden Girls' Handbook; Cave, Boy Like Book; Hoffman, Book of Lame; Strange Story Book; Peace, Potter, Tale of Peace; Stapp, Squaw Lady; United States Midshipman in Seas; Williams, Boys' Book of Great Sea Rovers.  
and Mont Pelé, eighteen views

## Leaves Its Victims Prostrate.

victims of la grippe never fully the health of the lungs, and per- coughing is weakening. The action of Foley's Honey and Tar is valuable in severe la grippe. G. Prevot, Bedford, Ind., "La grippe left me with a cough that Foley's Honey and Tar and I am back to my normal Schramm Johnson, drugs, ver-substitutors," five (5) good (Advertisement.)

# Keith-O'Brien Co.



Keith-O'Brien Company has introduced a departure---

**TO MAKE MEN LOOK TRIM!**  
Consisting of a section which will feature  
**HAND-TAILORED CLOTHING  
TO MEASURE FOR MEN**

Specialization in great tailor-manufacturing plants calls for—

Under one roof hundreds of master tailors labor—good salaried men who work wholly on a given part of a suit, one on a coat collar, another on the coat proper, one on sleeves, one on trousers, etc., etc., while others supervise the hang of the coat and the trousers, and so on. What individual cutter, dependent upon average tailors, can equal this specialization, the skill of the man!

It is this condition which is revolutionizing the clothing business—and which permits you to have a suit made to your measure—at the price of ready-to-wear clothing.

**HAND TAILORED  
TO FIT YOU. NO**  
ready-made suit equals it, no ordinary tailoring compares with it—for it is the equal of fine tailoring. The only marked difference is price.

**A SUIT MADE TO  
MEASURE—**  
moulded to the form—  
**LOOKS better, FITS better,** holds its shape better and **WEARS better** than ready-made clothing—and possesses at the same time that air of **QUALITY** which is so much striven for in fine tailoring: individuality, character, style.

**COME INTO THE  
STORE and TALK**  
clothes. The information will please you, surprise you and make a customer of you.

For the suit will be just what we tell you it will be.

**OUR MEN'S SEC-  
TION IS A MOST**  
interesting part of the store.

**A FEATURE IS MADE-  
TO-MEASURE SHIRTS.**  
Quality, style and service are assured every customer.

## GUARANTEE

Our IRON-CLAD guarantee is your protection. WE GUARANTEE the fit—the style—the fabric—the trimmings—in fact, everything that constitutes one of our garments. If it isn't right, don't take it—money cheerfully refunded.

It is most gratifying to state that our business in January ran ahead of the corresponding month of last year.

Everyone speaks of the great transformation which has taken place on Broadway.

Now there is fully as much travel on Broadway, from Main to State, as on Main street itself.

At night Broadway is even more attractive.

Indeed, the saying is substantiated by one of the big eastern electrical journals, that Broadway and State is the best electrically lighted corner in the United States.

Certainly there is no better daylighted store in the country than Keith-O'Brien's.

And it is natural to follow the light.

Traveling Art Exhibit of the General Federation of Women's Clubs on exhibition at Keith-O'Brien's Music Rooms, third floor.

Admission ten cents.

Tea will be served by club women from 10 to 5 each day of the week, commencing Monday, February 2.

## This Store Has a Great Corset Following.

OUR CORSET POLICY IS A DEFINITE ONE. ON PLEASING YOU RESTS OUR CORSET SUCCESS. WE AIM TO FURNISH YOU WITH A CORSET THAT WILL GIVE GRACE TO THE NATURAL FIGURE LINES—FOR GOOD DRESSING DEPENDS MORE UPON THE FOUNDATION THAN UPON THE ART OF THE DRESSMAKER.

ANOTHER POINT: OUR EXPERT FITTERS TAKE GREAT PAINS TO FIT YOU CORRECTLY. WE ARE AS PARTICULAR ABOUT THIS AS YOU ARE. IF WE GIVE YOU GOOD ATTENTION YOU WILL COME AGAIN.

ANOTHER GOOD FEATURE IS ALTERING CORSETS. EVEN NOW WE ARE NOT QUITE SURE THAT EVERY WOMAN KNOWS THAT WE ALTER CORSETS, IRRESPECTIVE OF WHETHER THE CORSETS WERE BOUGHT HERE OR NOT.

NOW SHOWING

## Our New Spring Stock

Everything Double Except the Price

Corsets that are absolutely in accord with fashion, that fit with easy, luxurious support, and that are still fitting and wearing with the same perfection long after an ordinary corset has gone to pieces—these are the extraordinary double-skirt models of Warner's Rust-proof Corsets.

The "Double Skirt"—a patented Warner feature—is a thin underlayer of fine, strong batiste from the waist line down. You cannot see nor feel it; it adds practically nothing in weight, but it prevents any possibility of even the longest corset ripping or tearing around the hips, and at the same time the bust of the corset remains as flexible and light as ever.

Thin, double boning throughout gives twice the flexibility and greater strength than any single steel of equal weight. The corset is light, but strong, flexible and easy.

The Interlinings—the strips that hold the boning in place—are also double, to prevent the boning pushing through and tearing the cloth.

In short, everything is double except the price—for these extraordinary corsets sell at the same prices as the ordinary values. The new styles are in our corset department. Come in and see the double skirt—\$1.75 per pair.



## FIGURE DISTINCTION

Dress as individually as you wish—Wear the most extreme creations (and many of this season's are extreme), or wear the more conservative gowns, whichever your judgment decides.

But however you dress, you must realize that the chief distinction is your figure, and your figure can be correct only with a corset correctly designed to meet the dictates of fashion.

REDFERN CORSETS form the perfect foundation for the well-dressed woman. The figure is molded in easy, pliant curves to give the effect of being uncorseted. Low above the waist, with long, soft, encasing skirts, they afford the comfort which comes from a corset that fits perfectly.

We have the newest styles, and our expert corset women will be pleased to give you careful fittings.

## DO YOU THINK THAT SEWING HAS BECOME A LOST ART?

You say "No"—that sewing is an accomplishment, a necessary part of your daily home life. It is pretty nice to be able to help make some of your own clothes, and where there are children the value of sewing is incalculable.

Now, if there be daughters—Every mother wishes her girl could sew. None wishes that she shall follow it. But to sew, to make seasonable and dainty things which shall bear her own individuality—ah! there's accomplishment! There is the making of the housewife.

Why not have a sewing machine in your home? Through the medium of the Keith-O'Brien store a machine is easily within the reach of everyone.

**OURS IS A NEW WAY  
OF MERCHANDISING  
A SEWING MACHINE**

You are familiar with the way our mothers got their sewing machines! There was the worry of canvassers coming, finally the decision to buy; the agent delivered the machine, then followed a collector week after week.

The truth of the matter is the old system was cumbersome and expensive. There was the general agent, the state agent, local agent, the canvassers, collector. It was necessary that each purchaser contribute \$5.00 to each of these to help maintain the old and cumbersome service.

No wonder the old prices were \$50.00, \$60.00 and sometimes \$70.00.

**NOW, HERE IS THE  
NEW WAY—KEITH-  
O'BRIEN WAY:**

The machines come in car lots. We pay cash and get our 2 per cent. We make the selling price reasonable, \$25.00—\$2.00 down and \$1.00 a week. No canvassers, no collector ringing your doorbell. You attend to the payments yourself.



The sewing machine situation is just this: There are a half dozen standard makes, the best known machines. There are certain points of merit to each machine, but so far as utility and convenience are concerned one of these standard makes is about as good as another.

But the Keith-O'Brien department store method is a departure. And just as good for the manufacturer, who, in return, gets actually the same money under this plan as when the old-fashioned and cumbersome agent plan was in vogue.

**WE MERELY CUT OUT  
THE BETWEEN  
EXPENSE**

You are that much ahead. Instead of \$50.00, the old way, you pay \$25.00 on a convenient payment plan.

HOW WOULD YOU LIKE TO JOIN OUR SEWING MACHINE CLUB? IT WILL BE ORGANIZED MONDAY. \$25.00—\$2.00 DOWN AND \$1.00 A WEEK FOR A \$50.00 SEWING MACHINE.

The name of our machine is the "Triumph." We coined the name. The real name is one with which you are familiar. As the machine is sold elsewhere under the old agent plan, we are not allowed to advertise the real name—because the price under the old agent plan is \$50.00; ours, as we explained, is \$25.00.

**But When You Come to the Store  
We Will Tell You the  
Real Name.**

Again, as to the "Triumph" sewing machine. It's all right. There is every new improvement. Furthermore, the "Triumph" is guaranteed for ten long years. If, in that time, anything happens to the machine we will fix it. If it is our fault, we fix it. If your fault, we fix it. Now, at your convenience, please let us hear from you on the subject.

## After Invoicing

Surplus Stocks Regardless of Cost

Invoicing uncovers certain merchandise which does not pay to be carried over for nearly a year.

These goods represent interest on the investment, necessitate insurance, call for taxes and must stand a part of the general expense of the business.

**THEREFORE IT PAYS TO TRY TO  
GET COST OUT OF THE GOODS  
AT ONCE.**

If not cost, get what we can through quick selling. Be it remembered that our merchandise is worth buying. It possesses style and quality—the kind that gives lasting satisfaction.

**ALL WEEK EVERY SECTION WILL  
FEATURE AFTER-INVOICE GOODS**

## New Victor Records

February Records Now Selling

Talking machine owners will find a great selection of new Victor Records to choose from in the February list.

It contains the raggiest rags, the latest dance records, instrumental music, light opera selections, and some of the finest grand opera records ever listed.

**AND DO NOT FORGET THIS: A  
VICTOR RECORD BRINGS NEW LIFE  
TO YOUR MACHINE**

If you have not been buying records lately, come in and hear the new records, and if you buy but one you will be surprised at the new interest your machine will cause.

**VICTOR RECORDS PLAY ON VICTOR OR  
COLUMBIA MACHINES**